

ANALISIS FAKTOR-FAKTOR YANG DIPERTIMBANGKAN MAHASISWA DALAM MEMILIH PENDIDIKAN TINGGI

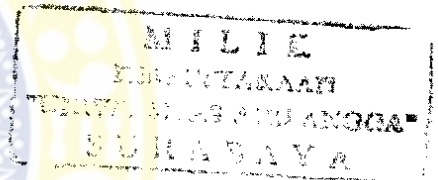
Studi Kasus pada Universitas Katolik Darma Cendika Surabaya

KARYA TULIS UTAMA

**Untuk memenuhi sebagian persyaratan
guna mencapai derajat Magister Manajemen**



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**PROGRAM MAGISTER MANAJEMEN
PASCASARJANA
UNIVERSITAS AIRLANGGA
1998**

ANALISIS FAKTOR-FAKTOR
YANG DIPERTIMBANGKAN MAHASISWA
DALAM MEMILIH PENDIDIKAN TINGGI

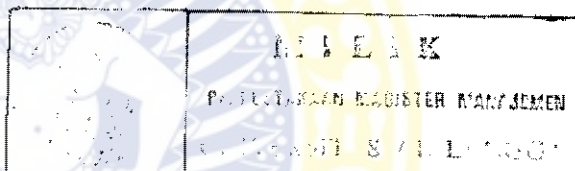
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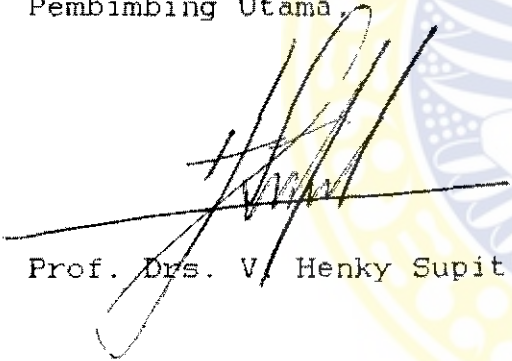
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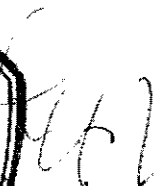



Prof. Drs. V. Henky Supit, Ak

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PERSETUJUAN REVISI KARYA TULIS UTAMA

Telah dilakukan revisi Karya Tulis Utama berdasarkan masukan serta saran dalam sidang ujian Karya Tulis Utama yang telah dilaksanakan terhadap:

Judul Karya Tulis Utama: ANALISIS FAKTOR-FAKTOR YANG
DIPERTIMBANGKAN MAHASISWA
DALAM MEMILIH PENDIDIKAN TINGGI
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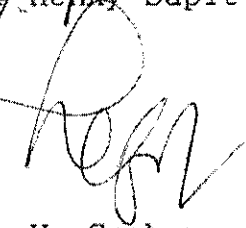
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ABSTRACT

Customer orientation that leads to customer-driven strategy is becoming more important in anticipation of competitive atmosphere in the era of globalization. Due to its existence, a university has a strategic role in strengthening human resource development. It is necessary to consider the university not only as a social organization but also as a business entity that needs customer orientation as a guiding philosophy. Hopefully, by allowing to be not divested from the basic business mission of serving customers the university can solve funding problems that might be happened in the current climate of globalization.

This study aims to identify a set of dimensions that are not easily observed in a large set of variables that are considered in student choice of higher education. Darma Cendika Catholic University Surabaya is selected as an object of this study due to its existence as a newcomer in the higher education industry. Two related problems are addressed by this study. First, what factors do the students consider in choosing Darma Cendika Catholic University. Second, what factor that has the highest contribution influencing the students' choice. Assuming that the observed variables are correlated and simultaneously considered, an interdependence technique i.e. exploratory factor analysis is used in this study.

Findings indicate 10 (ten) factors that are considered by students in choosing Darma Cendika Catholic University, namely lecturer's image, phsycological condition, promotion effectiveness, teaching materials and facilities, place and timeliness, off-campus facility, teaching methods, on-campus facilities, the affordable of tuition fees, and quality of department. Those factors account for 62,9% of the total variance. Furthermore, the lecturer's image has the highest contribution influencing the students' decision in choosing Darma Cendika Catholic University.

Based upon the findings the researcher suggests to specifically pay attention to the lecturer's image that deals with commitment to handle the class, loyalty to provide personal attention to students, and commitment to use practical-oriented methods of teaching.